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A method for communicating advertisements to a mobile station, said method comprising:

receiving one or more keywords from the mobile station;
identifying an advertiser profile matching the keywords; and
transmitting an advertisement corresponding to the advertiser
profile to the mobile station.

- The method of claim 1, further comprising:
 determining a location of the mobile station,
 wherein said identification of the advertiser profile is based on the keywords and the location of the mobile station.
- The method of claim 1, further comprising:
 determining a first service area of a base station having the mobile station registered therein:
 determining a second service area of a potential handoff base

wherein said identification of the advertiser profile is based on the keywords, the first service area, and the second service area.

4. The method of claim 1, further comprising:
retrieving a user profile corresponding to the mobile station,
wherein said identification of the advertiser profile is based on
the keywords and the user profile.

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- 5. The method of claim 1, further comprising:
 determining a location of the mobile station; and
 retrieving a user profile corresponding to the mobile station,
 wherein said identification of the advertiser profile is based on
 the keywords, the location of the mobile station, and the user profile.
- 6. The method of claim 1, further comprising:

 verifying a reception of the advertisement by the mobile station in response to a reception of a responsive command from the mobile station that indicates a reception of the advertisement by the mobile station.
- 7. The method of daim 1, further comprising:
 establishing a communication link between the mobile station
 and a telecommunication device associated with an advertiser represented in
 the advertisement in response to a reception of a contact command indicating
 a desire of a user of the mobile station for an establishment of the
 communication link.
- 25 means for transmitting an advertisement corresponding to the advertiser profile to said mobile station.

- 9. The system of claim 8, wherein said computer further includes means for identifying the advertiser profile based on the keywords and a location of said mobile station.
- 10. The system of claim 8, wherein said computer further includes means for determining a first service area of a base station having the mobile station registered therein; and

said computer further includes means for determining a second service area of any potential handoff base station,

wherein said identification of the advertiser profile is based on the keywords, the first service area, and the second service area.

11. The system of claim 8, wherein said computer further includes means for identifying the advertiser profile based on the keywords and a user profile corresponding to said mobile station.

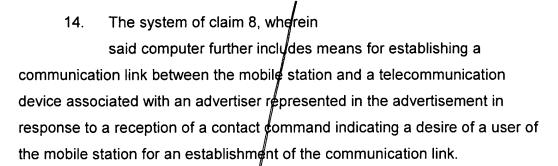
12. The system of claim 8, wherein said computer further includes means for identifying the advertiser profile based on the keywords, a location of said mobile station and a user profile corresponding to said mobile station.

13. The system of claim 8, wherein said computer further includes means for verifying a reception of the advertisement by the mobile station in response to a reception of a responsive command from the mobile station that indicates a reception of the advertisement by the mobile station.

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15. A computer program product in a computer useable medium for communicating advertisements to a mobile station, said computer program product comprising:

computer readable code for receiving one or more keywords from the mobile station;

computer readable code for identifying an advertiser profile matching the keywords; and

15 computer readable code for transmitting an advertisement corresponding to the advertiser profile to the mobile station.

The computer program product of claim 15, further comprising:
 computer readable code for identifying the advertiser profile
 based on the keywords and a location of said mobile station.

17. The computer program product of claim 15, further comprising: computer readable code for determining a first service area of a base station having the mobile station registered therein; and

computer readable code for means for determining a second service area of any potential handoff base station,

wherein said identification of the advertiser profile is based on the keywords, the first service area, and the second service area.

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- 18. The computer program product of claim 15, further comprising: computer readable code for identifying the advertiser profile based on the keywords and a user profile corresponding to said mobile station.
- 19. The computer program product of claim 15, further comprising: computer readable code for identifying the advertiser profile based on the keywords, a location of said mobile station and a user profile corresponding to said mobile station.
- 20. The computer program product of claim 15, further comprising: computer readable code for verifying a reception of the advertisement by the mobile station in response to a reception of a responsive command from the mobile station that indicates a reception of the advertisement by the mobile station.
- 21. The computer program product of claim 15, further comprising:
 computer readable code for establishing a communication link
 between the mobile station and a telecommunication device associated with
 20 an advertiser represented in the advertisement in response to a reception of a
 contact command indicating a desire of a user of the mobile station for an
 establishment of the communication link.



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